

Date	MINUTES of 8th September 2015
Time	7.35-9.00am
Venue	Symes Accountants, Corner 12th & 14th Streets Gawler South Church building, Entry via church doors

1. Attendance

Attendees	Louise Drummond (Chair), Personal Touch Home Cleaning- Other Gary Iremonger (Deputy Chair), Eagle Foundry- Other Peter Caddy (Treasurer), Symes Accountants- Gawler South Greg Matz, Mensland- Town Centre - Town Centre Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Dianne Borrington, Aura Homewares- Town Centre Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Communications & Marketing Officer (CMO)
Guests	Gayle Joyce, Poetic Justice Café Gallery- Gawler South Samantha Thompson, Job Prospects- Town Centre
Apologies	Daniel Phillips, Newton's Building & Garden Supplies- Evanston Brett Whitford, Cups 'n Cakes- Town Centre
Absent	

2. Confirmation of Minutes- 11th August 2015

Motion: The GBDG Minutes of 11th August 2015 are accepted as a true and accurate record.*

Moved: Gary Iremonger

Seconded: Peter Caddy

Carried

*Provided that dates for 12/13 audit are correct.

3. Business Arising-

 a) Vinh Giang- Gawler Greyhound Racing Club

Approximately 35 people attended the breakfast, which although was a satisfactory number, was low compared to the 50 who attended Facebook Marketing and 70 for Martin Grunstein. It would seem that marketing and evening events were more successful. Tony Piccolo's breakfasts had proved successful in the past and it was thought that the GBDG could incorporate a similar format, incorporating a more educational and networking focus. The Northern Business Breakfasts offered free advertising as a door-prize and 20 minutes of networking during the event. Businesses also had the opportunity to make a three minute presentation about their business.

Dianne Borrington arrived 7.40am

b) GBDG Membership Applications- Peter Ward, Margaret May & David Dawes

The Gawler businesses i.e. Margaret May Bookkeeping and Gawler & Barossa Float have ABN numbers and are approved to join the GBDG, as they exist in the Town of Gawler.

Peter Ward Consulting is a mobile business which operates from Nuriootpa, but has a presence in Gawler assisting local businesses. Although his client base is small, it is envisaged that 50% or more of his business is/will be Gawler based. Peter also has access to a Gawler office (Stellar Digital). It was also argued that the main purpose of the GBDG is to promote Gawler businesses, not businesses from outside the council area servicing Gawler businesses; otherwise a business from even interstate could join also a member.

Motion: Membership is approved for the home-based businesses of Margaret May Bookkeeping, Gawler & Barossa Float and Peter Ward Consulting.

Moved: Kim Peake

Seconded: Cr. Kevin Fischer

Carried

Opposed: Peter Caddy

c) Gawler SALA Art Trail- Tabled

Gayle Joyce reported that the SALA Art Trail had attracted people to the Poetic Justice Gallery Café. Barbara Palmer, curator of Collective Edge, in her email to the GBDG reported that almost 1000 people, including school groups, had visited The Institute. Louise reported that Totally Framed had been very happy with the traffic generated and Jewellery Journey reported that they had several sales that could be directly attributed to the Gawler SALA Art. Overall there had been a good response.

d) Totally Locally Strategy

Dianne Borrington would touch base with Sharen Mcleod (Gawler Paint Place) to discuss the 'unpacking' of the Totally Locally online toolkit. Since it had been a while since the Chris Sands' visit, a refresher of the Totally Locally concept was in order and important to thoroughly understand how it should be implemented. It would probably only need a small group to drive the program and should not be solely reliant on the GBDG.

McLaren Vale utilized a novel concept to draw attention to their Totally Locally campaign by placing gnomes outside different businesses premises. Angaston had a local card, which was proving successful. Suggestions to promote Totally Locally included; banners, flyers, website, Facebook, business expo and Gawler Show.

e) Essex House/ Simply Pine Activation

John Giannitto reported that he called Michael Mattei upon his return from overseas and left a message. It was discussed that it was probably too late to be able to proceed with markets for October or November, due to the building's compliance issues, which had to be resolved prior to use.

f) Common Law Contracting / Superannuation

Common law contracting and superannuation was not an issue, as contractors were only entitled to superannuation if they worked on the business premise for the duration of the contract.

g) 2016 Yamaha National Band Championships- Accommodation

Sigrid contacted Patricia Keep, Chair of the 2016 National Band competition to update the event's website. The closure of Lyndoch Road intersection was discussed and Patricia reported it was not a preferred option for the parade. Gary reported that he already had several bookings at Eagle Foundry B&B for the event.

4. Chair's Report-

- a. Meeting with ToG CEO 24 August- Busking Permit, Council Logo, Walker Place, Old Theatre Repairs, 2016 Yamaha National Band Championships, Costin's & Use of GBDG Database.
- Council busking permits now only required a Statutory Declaration instead of a SAPOL check
 - The GBDG/Council Funding Agreement (which was circulated) stipulated that the Council logo should only be used with permission and did not relate to the logo having to appear on all GBDG promotional material
 - Walker Place barricades were to be removed and replaced with tree beds at the Julian Terrace entry. It was unknown if angle parking would be implemented.
 - Owners of the old theatre building were proceeding with renovations and had removed the verandah
 - The 2016 National Band Championship parade route was yet to be determined, as there had been no application to Council. Council would require some \$20,000 to implement a Murray Street closure and adequate time for planning
 - It was requested that Sigrid liaise with Costin's to enable continuation of the planning/building process. Cr. Kevin Fischer to provide background details of interaction with Costin's and Council Planning dept.

- Council was advised that the GBDG database would not be forwarded to a third party, but that Council was free to utilise the details on Gawler Business Directory website.

b. Hackerspace

Louise had made contact with Steven Pickles from 'Hackerspace', an IT group that was interested in establishing a group north of Adelaide.

c. RDAB AGM

Louise and Peter to attend the RDAB AGM 10th September 2105.

5. Treasurer's Report

a) July & August Reports- (Carried Over)

**Income and Expenses
Gawler Business Development Group Inc
JULY 2015 to JUNE 2016**

Income	Actual	Budget
Council Receipts	\$0.00	\$163,000.00
Interest Income	\$0.00	
Kies Training	\$0.00	
Memberships	\$0.00	
Other Revenue	\$0.00	\$1,000.00
Total Income	\$0.00	\$164,000.00
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Gross Profit	\$0.00	
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Less Operating Expenses		
Advertising	\$0.00	
Bank Fees	\$0.00	
Conference	\$0.00	
Speakers/Networking/Breakfasts	\$0.00	\$20,000.00
Executive Officer - Sigrid	\$0.00	\$55,000.00
Prizes	\$0.00	
General Expenses	\$0.00	
Hire of venue	\$0.00	
Insurance	\$0.00	\$3,500.00
Auditor		\$2,000.00
Memberships	\$0.00	\$1,000.00
Office Expenses	\$0.00	
Website etc	\$0.00	\$7,000.00
Graphic design		
Printing & Stationery		\$2,000.00
Postage		\$1,500.00
Training		
On-line Business Directory		\$8,000.00 business education etc
JAZZ Festival		\$22,000.00
SALA		\$4,000.00
Hero Building		\$5,000.00 Facilitation
Totally Locally		\$6,000.00 Promotion, printing etc
Sponsorship - Gawler Community Radio		\$500.00
Sponsorship - Gawler Carols		\$1,000.00
Xmas Promotion	\$0.00	\$4,000.00
Total Operating Expenses	\$0.00	\$142,500.00
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Net Profit	\$0.00	

Motion: The September 2015 Budget is accepted.

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

b) 2013 Audit

Date (2012-13 or 2013-14) to be confirmed:

c) Account Administrator/ Electronic Banking

Sigrid can be made an administrator on the ANZ system by two signatories.

d) Credit Card

The credit card has been applied for.

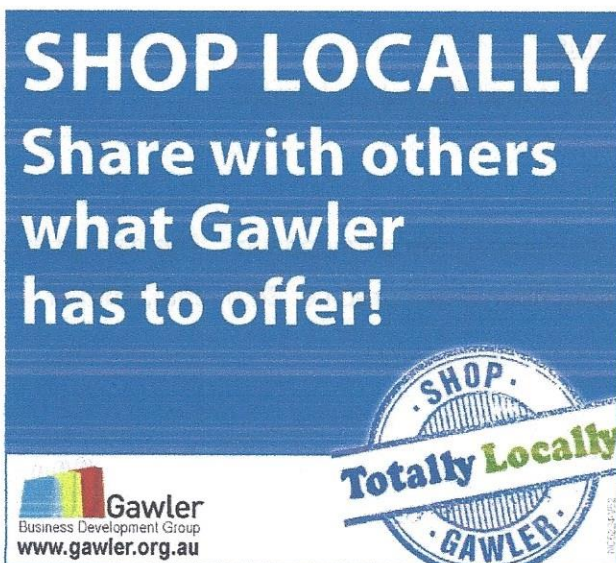
6. Communications & Marketing- Summary Report Tableda) Facebook-

August- 1905 Likes

April 1756, May 1826, June 1848, July 1868 Likes

b) The Bunyip, Ad- Impact- Tabled

Totally Locally theme will be used on Facebook and the Gawler Business Directory website.

c) Gawler Jazz Festival

Sigrid reported that the organisation of the 2015 Jazz Festival was progressing well and it was hoped that it will be completed by the next meeting.

7. Website/ Electronic Media Committee-a) August Report- Tabled

The Gawler Business Directory is working very well, with up to 500 hits per day.

8. Correspondence- August/Sept 2015

Noted

9. Communications & Marketing Officer- Summary Reports Tabled

Noted

10. Other Business**a) Martin Johnson, 2016 Change Original Music Festival**

The request for the GBDG to manage an account for the Change Original Music Festival was declined due to; financial and public liability because the organisation was not an Incorporated Body and insured. It was recommended that Martin seek legal advice to protect himself.

b) Council Agreement Negotiations/ Obligations

Sigrid suggested that negotiations for the new financial agreement between Council and the Gawler Business Development Group (post 2017/18) should probably commence.

c) AGM- 6-8pm 10th Nov. The Gawler Arms

The event is to be promoted in the Bunyip, by direct mail (flyers) and email.

d) Next Business Breakfast

Louise will approach Tony Piccolo MP, for a guest speaker recommendation. The date of the breakfast is to be determined, but the end of November is favoured i.e. 24th, 25th, 26th or 27th.

11. Next Meeting: 7.30-9.0am Tuesday 13th Oct.**12. Closed: 9.00am**

Signed by;



Louise Drummond

Chairperson